

2018 REEF FEST SPONSORSHIP PACKAGE



An Annual Celebration of Marine Conservation



JOIN US • SEPTEMBER 20-23, 2018 • KEY LARGO, FL

Sponsorship Guide



98300 Overseas Hwy.
Key Largo, FL 33037
305-852-0030
www.REEF.org/REEFest

SPONSORSHIP OPPORTUNITIES

Reef Environmental Education Foundation (REEF) invites you to become an integral part of our annual celebration in the Florida Keys. As a sponsor, your support will protect marine species at a local and global level, promote high quality citizen science data collection, provide researchers and regulatory agencies with marine life data, and educate future generations of ocean stewards. By supporting REEF, you support our marine resources, fisheries, and tourism.

Our sponsorship opportunities are something you can attach your name to with pride and enthusiasm. We offer a single title sponsorship and three partner packages, designed to provide you extra exposure, and make it easy to support marine conservation. One hundred percent of the net proceeds benefit the ocean conservation work of REEF.

REEF FEST TITLE SPONSORSHIP

This is REEF Fest's highest visibility sponsorship. Only a single title sponsor will be accepted and will receive preeminent exposure throughout the course of REEF Fest including having your name associated with our event brand. We'll work with you to customize your marketing and branding experience to accomplish your sponsorship objectives.

TITLE SPONSORSHIP PACKAGE: \$10,000

- Name integrated into official event artwork, REEF Fest, sponsored by...
- Name association in all media and marketing materials
- Prominent name positioning at each event
- Logo inclusion in print media, posters, event website, and collateral materials
- Recognition in social media campaign
- Inclusion in radio partnership
- Prominent booth display and public recognition at podium at evening festival events
- Opportunity to distribute approved items at the festival
- Admission to VIP pre-event for speakers and sponsors and table for 8 at Saturday's dinner

Become an Official Event Partner of REEF Fest by sponsoring one of our three signature event packages. Each of our signature events receive extensive media coverage. REEF Fest is promoted to our 66,000 members through a wide distribution system. Many distinguished leaders in marine conservation and the SCUBA diving industry will be in attendance. Partners may have a company representative and promotional material at events. *(Limit of one sponsor per package.)*



SATURDAY EVENING CELEBRATION DINNER PACKAGE: \$5,000

This event draws out-of-towners and is considered the highlight of REEF Fest, an opportunity for REEF members, Sustainers, and Board of Trustees to relax and enjoy fine dining, a full service liquor bar, live music, and great company. This exclusive ticketed event wraps up the celebratory weekend with entertainment and silent auction winner announcements.

REEF OPEN HOUSE SPONSOR PACKAGE: \$4,000

This event is an opportunity for REEF members and guests to visit REEF's international headquarters, mingle with staff, tour the office, and check out all of the amazing programs REEF has to offer. Enjoy door prizes, appetizers, and beer, along with a selection of wine. These events are free and open to the public.



REEF FEST SEMINAR SERIES PACKAGE: \$5,000

REEF Fest kicks off with the ocean-themed seminar series. Speakers include renowned scientists, conservation experts, dive industry leaders, and underwater photographers. Seminars begin on Thursday evening and continue on Friday and Saturday afternoon. These events are free and open to the public.

Above package sponsors receive Platinum recognition and exclusive recognition.

REEF FEST SPONSOR RECOGNITION OPPORTUNITIES

	Platinum \$3,000	Gold \$2,000	Silver \$1,000	Bronze \$500
Recognition in media releases and social media	✓			
Name recognition in an eNews article (distribution >66,000)	✓			
Company logo on event T-shirt	✓	✓		
Full color ad in printed event program	full page	full page	1/2 page	
Tickets to Saturday Celebration Dinner*	four tickets	two tickets		
Recognition at evening events and in printed program	✓	✓	✓	
Name on REEF's website for one year (135,000 unique visitors/year to REEF.org)	✓	✓	✓	
Logo on select flyers and posters	✓	✓	✓	✓
Sponsorship Recognition Certificate	✓	✓	✓	✓

Recognition for in-kind donations to REEF Fest's and/or the Silent Auction are based on estimated fair market value of donation. According to IRS regulations, establishing a dollar value on donated items is the exclusive responsibility of the donor.

*Recognition limited to cash sponsorships only.

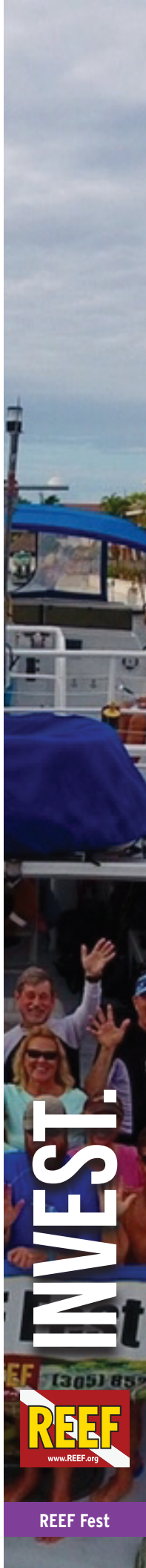
REEF FEST PROGRAM ADVERTISING RATES

Support your support of our annual REEF Fest with a display ad in our full-color festival program that reaches a targeted audience of local residents, visitors to the Florida Keys and dedicated REEF supporters.

Full page ad
5.5"x8.5" + bleed
4.5"x7.5"
w/o bleed

1/2 page ad H
5.5"x4.5" w/bleed
or 4.5"x4" w/o bleed

5.5x8.5 Printed Color Program	Rate
Full Page	\$500
Half Page	\$250



THE EVENT

Welcome to REEF Fest!

REEF Fest continues the tradition of celebrating marine conservation and education in the Florida Keys. Ocean enthusiasts will enjoy diving and snorkeling, free educational seminars led by renowned experts in the field, and social gatherings featuring live entertainment, delicious food and drinks! REEF Fest also includes silent auctions and raffles, giving you the opportunity to win amazing prizes while supporting conservation efforts.



EXPLORE the beautiful Florida Keys. REEF Fest offers opportunities to scuba dive, snorkel, kayak, and paddle board in unique Keys habitats!

DISCOVER the conservation efforts of REEF and learn from renowned experts in underwater photography, marine research, and conservation!

MAKE A DIFFERENCE by participating in one of REEF's Citizen Science Projects. From completing an underwater survey to spearing a lionfish, there are ways for everyone to get involved!



ABOUT THE ATTENDEES

REEF Fest is free and open to the public. The event is widely promoted to REEF's membership of over 66,000, and to the public through email invitations, print advertising, social media, and radio publicity. Many attendees travel across the country to join in the celebration.